



# News Release

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## West Valley City Sells E Center Naming Rights

West Valley City – Centennial Management Group, along with West Valley City, announced today a new partnership and naming rights for the building formerly known as the E Center, one of Utah's premier entertainment venues and home to the Utah Grizzlies ECHL hockey team and Utah Blaze Arena Football League football team. In an agreement with Maverik, the region's leading convenience and gas retailer headquartered in Utah, the arena will be renamed Maverik Center.

"This is a big win for our City – it's been a long time coming," says Mayor Mike Winder. "Maverik is a local company with a strong presence not only in the region, but in our City. Everyone involved in the partnership will benefit, including consumers."

Along with the Grizzlies and Blaze, the venue has been host to the 2002 Winter Olympic Hockey events, as well as some of the biggest names in entertainment and pop and rock music, including Elton John, Metallica, Linkin Park, Gwen Stefani, Pearl Jam, AC/DC, Michael Bublé and many others.

The sponsorship deal reached today is a multi-year agreement, which includes exclusive sponsorship and advertising rights and prominent signage on the exterior and interior of the building. Additionally, the venue will feature Maverik's proprietary "adventure theme", a new Maverik concession outlet, and will also exclusively sell a number of Maverik proprietary products.

"Maverik is the perfect partner. The Maverik name is iconic in Utah and throughout the region," says Kevin Bruder, President of Centennial Management Group. "Maverik will help us redefine the meaning of a fully integrated community partnership through our collective retail, promotional, marketing and sales support for both the venue and their stores. Our relationship with Maverik, West Valley City, AEG and our sports teams sets the foundation for a great and long-term partnership."

Maverik, Centennial Management and West Valley City will host an unveiling event on July 10, prior to the concert by Canadian teen heartthrob Justin Bieber. A news conference will be held at 4:00 p.m. at the Maverik Center, followed by a VIP Reception, kicking off a new era for one of Utah's most popular entertainment venues.

“Maverik is excited about the opportunity to partner with such a unique venue on such a grand scale,” says Maverik President Mike Call. “The Maverik Center helps provide Maverik with the means to support our local community, engage with our customers, and add value for our Adventure Club Card members. We believe that our partnership with the Maverik Center will bring great value to our customers and enhance the overall entertainment value of our community.”

“Maverik has a close relationship with the Maverik Center management team, which is known for bringing the biggest names and shows in the industry,” says Maverik Executive Vice President Brad Call. “The venue provides a unique opportunity to present Maverik’s industry leading brand to the community.”

#### **About Maverik Center**

The Maverik Center is a West Valley City owned, 12,500-seat arena that was built in 1997 and gained international acclaim as the host venue for the 2002 Winter Olympics. The arena is host to hundreds of thousands of fans annually through concerts, special events, and professional sporting events, including home to the Utah Grizzlies hockey and Utah Blaze football teams. The Maverik Center is located at 3200 South Decker Lake Drive, West Valley City, UT 84119.

#### **About Centennial Management Group**

Centennial Management Group is a Utah corporation which has a long-term management contract with West Valley City), owner of the Facility to manage and operates the venue. Centennial Management Group has managed and operated the venue since its inception.

#### **About Maverik, Inc**

Maverik operates over 210 convenience stores that sell gas and fuel, fresh food from its bakeries, beverages, and other merchandise in the intermountain region, including the states of Utah, Idaho, Wyoming, Arizona, Nevada and Montana and Colorado. Maverik has its principal offices at 880 West Center Street, North Salt Lake, UT 84054

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